

Penetran Products and NextStep Marketing Form New Sales and Marketing Strategies

WEST PALM BEACH, FLORIDA, USA, January 14, 2015 /EINPresswire.com/ -- OTC pharmaceutical company [Penetran Products](http://www.penetran.com) (www.penetran.com) today announces a new marketing agreement with Paul Davis of [NextStep Marketing, LLC](http://www.nx-step.com) (www.nx-step.com). Mr. Davis will be acting as interim VP of Sales and Marketing and effectively expanding Penetran's market reach to support Penetran's growth initiatives via B2B, social media and direct to consumer marketing programs. According to Rod Jackson CEO of Penetran Products, "this agreement will position Penetran Products to increase market share by building brand awareness to all market segments and attracting a broader consumer base."



Penetran+Plus

Penetran Products is a South Florida based pharmaceutical company that focuses on delivering clinically proven, unique, and patented products to the wholesale, retail, and consumer markets. Penetran Products' leading line is Penetran+Plus™ - a unique over-the-counter topical pain relief lotion. Penetran Products also promotes Ocean Blue™ 2100 - a highly purified, effective, and clinically proven behind-the-counter omega product. Ocean Blue is a registered trademark of Sancilio & Company, Inc.

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NextStep Marketing is a Charlotte, NC sales and marketing consulting firm primarily focused in the health care and financial sectors. NextStep's goals are to grow its clients top line through improved sales performance, to create greater market penetration and increased exposure. At NextStep we guide clients through the creation and implementation of new marketing strategies that allow their sales team to be more focused and effective.

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This press release can be viewed online at: <http://www.einpresswire.com>

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